

**MICHIGAN HOUSE TAX POLICY COMMITTEE HEARING**

**House Bill 5463**

**December 13, 2012**

**TESTIFYING: Eric Larson, Non-Executive President of Olympia Development of Michigan  
Michael McLauchlan, Vice President Government Affairs of Ilitch Holdings  
Steve Palms, Attorney for Miller Canfield**

**SLIDE 2 WHY WE ARE HERE**

MR CHAIRMAN AND COMMITTEE MEMBERS THANK YOU AGAIN FOR YOUR TIME TODAY AND I WOULD LIKE TO WALK YOU THROUGH THE PRESENTATION IN FRONT OF YOU, STARTING ON SLIDE 2 – AS JOHN WALSH MENTIONED, I AM PLEASED TO SAY THAT THE ILITCH ORGANIZATION – A HOME GROWN DEEPLY ROOTED MICHIGAN ORGANIZATION - IS PREPARED TO MAKE ANOTHER SIGNIFICANT INVESTMENT IN A NEW MIXED-USE DISTRICT IN DOWNTOWN DETROIT COMPRISED OF RESIDENTIAL, RETAIL AND OFFICE, ANCHORED BY A NEW STATE-OF THE-ART, MULTI-PURPOSE EVENTS CENTER. WE ARE IN THE EARLY STAGES OF DUE DILIGENCE

HOWEVER TODAY REPRESENTS A VERY IMPORTANT STEP IN THE PROCESS AND WE ARE EXCITED BY THE POTENTIAL ECONOMIC IMPACT OF THE PROJECT AS WELL AS GROWTH FOR THE CITY, STATE AND REGION.

### **SLIDE 3**

AS STATED ON SLIDE 3 - ALL GREAT STATES HAVE GREAT CITIES; AND AS SUCH, DETROIT IS ONE OF OUR GREATEST OPPORTUNITIES IN THE STATE TO MAKE A POSITIVE IMPACT - WHOSE IMAGE AND ECONOMIC GROWTH IS IMPERATIVE TO THE STATE'S CONTINUED ECONOMIC GROWTH.

GREAT PLACES ARE DETERMINED BY A NUMBER OF FACTORS, BUT THREE VERY IMPORTANT ONES ARE EMBODIED IN THIS OPPORTUNITY.

- THE ABILITY TO ENHANCE THE QUALITY OF LIFE FOR THOSE IN OUR CITY, REGION AND STATE

- OPPORTUNITY TO INVEST RESOURCES TO ENHANCE PRIOR INVESTMENTS
- AND STRONG PARTNERSHIPS BETWEEN THE PUBLIC AND PRIVATE COMMUNITY TO FOSTER ECONOMIC VITALITY AND GROWTH.

WE BELIEVE THIS IS A MEASURABLE OPPORTUNITY THAT WILL SUPPORT DETROIT'S REVITALIZATION AND ITS PATH TOWARDS ECONOMIC STABILITY THAT WILL HELP LEAD DETROIT AND MICHIGAN TO A MORE VIBRANT FUTURE IN THE GLOBAL ECONOMY.

#### **SLIDE 4**

SLIDE 4 REFLECTS OUR EVALUATION OF CASE STUDIES. THROUGHOUT THE COUNTRY THERE ARE LESSONS TO BE LEARNED ABOUT BUILDING SUCCESSFUL DISTRICTS. WE HAVE SEEN THAT THE CONCENTRATION OF WELL-DEFINED DISTRICTS THAT INCLUDE A FINE BALANCE OF

BUSINESS, EDUCATION, RESIDENTIAL, CULTURAL, SPORTS AND ENTERTAINMENT ASSETS ARE MOST SUCCESSFUL.

THESE DISTRICTS ARE EMBEDDED WITH PARKS, PLAZAS AND SIDEWALKS THAT UNIFY EXISTING DISTRICTS TO PROVIDE CONTINUITY AND STABILIZATION OF THE CITY'S CORE.

AND THE STABILIZATION OF THE CITY'S CORE CAN ONLY BE MAINTAINED WITH WELL THOUGHT OUT PLANNING WHICH ACHIEVES BOTH AN IMMEDIATE AND LONG TERM IMPACT THAT WILL LEAD TO MORE INVESTMENT IN THE CITY, STATE AND REGION.

WE WILL BE USING ELEMENTS FROM ALL THESE LESSONS LEARNED TO UNDERSTAND WHAT WORKED AND WHAT DID NOT WORK, TO HELP SHAPE OUR SUCCESS AS WE MOVE FORWARD.

ON THE FOLLOWING SLIDES I AM GOING TO SHOW YOU  
JUST A FEW OF THE CASE STUDIES WE EXPLORED ....  
STARTING WITH LOS ANGELES

**SLIDE 5 (L.A. “BEFORE” IMAGE)**

LETS MOVE TO SLIDE 5 - IN THE EARLY 1990S, JUST  
SOUTH OF DOWNTOWN LOS ANGELES, THE CITY WAS  
REELING FROM THE CIVIL UNREST THAT ERUPTED IN  
RESPONSE TO THE RODNEY KING VERDICT. AFTER MORE  
THAN \$1 BILLION IN PROPERTY DAMAGE AND THE LOSS  
OF MANY LIVES, THE CITY’S CORE AND REPUTATION  
WERE TARNISHED. AFTER THESE EVENTS MANY  
OPPOSED REBUILDING DOWNTOWN IN SOUTH CENTRAL  
LOS ANGELES, WANTING TO FOCUS INSTEAD ON  
OUTLYING AREAS.

## **SLIDE 6 (L.A. “AFTER” IMAGE)**

HOWEVER, AS REFLECTED ON SLIDE 6, THROUGH AN EFFORT BY THE CITY’S LEADERSHIP TO CONCENTRATE IT’S RESOURCES ON REBUILDING ITS BUSINESS CORE AND ULTIMATELY IT’S REPUTATION, TODAY NEAR THE EXISTING CONVENTION CENTER SITE SITS AN ECONOMICALLY VIABLE NEIGHBORHOOD AMIDST A VIBRANT SET OF SPORTS AND ENTERTAINMENT COMPLEXES ADJACENT TO THE CITY’S FINANCIAL CENTER.

AS A RESULT OF THIS CONCENTRATED EFFORT TO RE-INVEST BOTH PUBLIC AND PRIVATE RESOURCES, L.A.’S DOWNTOWN POPULATION IS UP 148%, HOUSING UNITS ARE UP 167%, ASSESSED PROPERTY VALUES UP 83% AND EQUALLY AS IMPORTANT IS THAT THE OVERALL IMAGE AND CIVIC PRIDE OF THE CITY AND REGION, AS WELL AS POSITIVE MOMENTUM WAS GREATLY ENHANCED.

### **SLIDE 7 (SAN DIEGO “BEFORE” IMAGE)**

SLIDE 7 IS ANOTHER EXAMPLE HOW JUST DOWN THE ROAD IN SAN DIEGO, THE CITY’S CORE, LIKE MANY CITIES DURING THE 1960S AND 1970S, WAS EXPERIENCING A DECLINE AS MANY RESIDENTS AND BUSINESSES MOVED OUT OF DOWNTOWN AND INTO THE SUBURBS. THE EAST VILLAGE IN PARTICULAR BECAME A BLIGHTED NEIGHBORHOOD WITH DRUG ACTIVITY AND HIGH CRIME, SLOWING THE ANTICIPATED DEVELOPMENT OF DOWNTOWN NEAR SAN DIEGO’S CONVENTION CENTER WHICH OPENED IN THE 1980S WITH HOPES OF A REBIRTH.

### **SLIDE 8 (SAN DIEGO “AFTER” IMAGE)**

AS WE MOVE TO SLIDE 8 YOU WILL SEE THAT AFTER MUCH THOUGHT AND DISCUSSION ON THE IMMEDIATE AND LONG TERM PLANS TO FURTHER ACTIVATE THE CONVENTION CENTER, THE CITY OF SAN DIEGO

CONTRIBUTED PUBLIC RESOURCES TO ACQUIRE LAND NEAR THE SITE TO DEVELOP AN ENTERTAINMENT DISTRICT THAT INCLUDED PETCO PARK TO RE-ENERGIZE AND RE-ACTIVATE THE CITY'S CORE AND BOOST CONVENTION TOURISM.

TO-DATE THE NEW EAST VILLAGE DISTRICT HAS SEEN MORE THAN 3,600 RESIDENTIAL UNITS, 750 NEW HOTEL ROOMS AND 547,000 SQUARE FEET OF NEW COMMERCIAL SPACE ADDED. AGAIN THE OVERALL IMAGE AND CIVIC PRIDE OF THE CITY AND REGION, AS WELL AS POSITIVE MOMENTUM WAS GREATLY ENHANCED.

### **SLIDE 9 (INDIANAPOLIS "BEFORE" IMAGE)**

SLIDE 9 BRINGS US CLOSER TO HOME - INDIANAPOLIS. INDIANAPOLIS EXPERIENCED SOMETHING VERY SIMILAR TO SAN DIEGO AS IT EXPERIENCED LOSS OF ITS RESIDENTS TO THE SUBURBS IN THE 1970S. A STUDY OF

THE CITY AND THE REGION'S IMAGE WAS CONDUCTED AT THAT TIME, CONCLUDING IT HAD NO IMAGE AND WAS SUBSEQUENTLY DUBBED INDIA-NO-PLACE.

**SLIDE 10 (INDIANAPOLIS "AFTER IMAGE")**

BUT AS SLIDE 10 REFLECTS – A PLAN FOR DOWNTOWN'S REVITALIZATION WAS CONNECTED TO AN AMATEUR SPORTS STRATEGY WHICH BECAME THE CATALYST IN ATTRACTING WHAT WOULD ULTIMATELY EVOLVE INTO A MUCH LARGER SPORTS, ENTERTAINMENT AND CULTURAL DISTRICT. THE STRATEGY INVOLVED UNIFYING AMATEUR SPORTS, PROFESSIONAL SPORTS, ARTS & CULTURE WITH THE BUILDING OF A RESIDENTIAL NEIGHBORHOOD THAT WOULD ULTIMATELY RE-DEFINE INDIANAPOLIS. THE RESULT WAS AN INCREASE IN DOWNTOWN POPULATION OF 68%, A 45% RISE IN APARTMENT UNITS AND AGAIN THE OVERALL IMAGE

AND CIVIC PRIDE OF THE CITY AND REGION, AS WELL AS POSITIVE MOMENTUM WAS GREATLY ENHANCED.

**SLIDE 11 (COLUMBUS “BEFORE” IMAGE)**

EVEN CLOSER TO HOME SLIDE 11 TAKES US TO COLUMBUS WHERE THE PLAN TO LINK THE UNIVERSITY TO THE DOWNTOWN BUSINESS DISTRICT, INVOLVED THE TRANSFORMATION OF A LARGE ABANDONED SITE THAT SEPARATED THESE TWO MAJOR ASSETS AND SUBSEQUENTLY CREATED ANOTHER DISTRICT IN THE PROCESS.

**SLIDE 12 (COLUMBUS “AFTER” IMAGE)**

TURNING TO SLIDE 12 - THE DISTRICT PLAN, WHICH INCLUDED NATIONWIDE ARENA AS THE ANCHOR, HELPED SPUR INFILL DEVELOPMENT AND CONNECT THE MAJOR UNIVERSITY CAMPUS IN COLUMBUS TO THE DOWNTOWN CORE, THUS CREATING A VIBRANT, WALK-

ABLE DISTRICT WITH A POSITIVE IDENTITY. THE RESULT WAS THAT MORE THAN 500 RESIDENTIAL UNITS HAVE BEEN ADDED, ALONG WITH 1.2 MILLION SQUARE FEET IN CLASS A OFFICE SPACE AND ANCILLARY DEVELOPMENT WHICH INCLUDES 14 NEW RESTAURANTS, 15 ACRES OF PARKS, 3 NEW/RENOVATED HOTELS AND AGAIN THE OVERALL IMAGE AND CIVIC PRIDE OF THE CITY AND REGION, AS WELL AS POSITIVE MOMENTUM WAS GREATLY ENHANCED.

### **SLIDE 13 (CATALYTIC ACTIVITY)**

MOVING TO SLIDE 13 - WHAT ALL OF THESE CASE STUDIES HAVE SHOWN US, IS THAT DETROIT HAS ALREADY STARTED THE PROCESS OF IDENTIFYING THE CORE TO ITS REVITALIZATION. AND WITHIN THAT DOWNTOWN CORE, THROUGH THIS PROJECT, WE HAVE A VIABLE OPPORTUNITY FOR A LARGE-SCALE **CONNECTOR** THAT STRENGTHENS THE LINK BETWEEN

DETROIT'S EXISTING ASSETS THROUGH THE **DEVELOPMENT** OF SOME OF THE MOST UNDER-UTILIZED AREAS IN THE DOWNTOWN CORE. A CONTINUOUS, **WALKABLE** ENVIRONMENT CONNECTING ONE DISTRICT TO THE NEXT THAT WOULD SERVE TO IMPROVE THE QUALITY OF LIFE FOR RESIDENTS AND VISITORS ALIKE WHO WOULD EXPERIENCE **DENSITY AND ACTIVATION** IN A GENUINE URBAN SETTING THAT WOULD INCLUDE ADDITIONAL RESIDENTIAL, RETAIL AND EXPANDED ENTERTAINMENT.

THIS NEW OPPORTUNITY WOULD SERVE AS A **RECRUITING TOOL** FOR COMPANIES WHO HAVE ALREADY RELOCATED THEIR WORKFORCE TO THE CITY'S CORE AND ALLOW THESE COMPANIES TO CONTINUE ATTRACTING AND RETAINING "KNOWLEDGE ECONOMY" TALENT THAT WOULD ULTIMATELY HELP **STABILIZE** THE CITY, STATE AND REGION.

## **SLIDE 14 (THE VISION)**

OUR VISION FOR THE NEW EVENTS DISTRICT ON SLIDE 14 IS THAT OF A DISTRICT IN DOWNTOWN DETROIT THAT ACCOMMODATES A VARIETY OF USES AND TRANSITIONS SEAMLESSLY FROM DAY TO NIGHT, FROM WEEKDAY TO WEEKEND AND FROM SEASON TO SEASON; A BLEND OF REVITALIZED LANDMARKS AND NEW BUILDINGS WILL SERVE AS THE RESIDENTIAL AND WORKSPACE FOR THOUSANDS.

THE DISTRICT WILL BECOME ANOTHER GATHERING PLACE WITH AN ECLECTIC AND ENERGETIC MIX OF RESTAURANTS AND STREET-SIDE SHOPPING WITH AN INHERENT MIX OF SPORTS AND ENTERTAINMENT. WITHIN THIS DISTRICT, WILL STAND A NEW STATE-OF-ART, WORLD CLASS EVENTS CENTER THAT WILL SERVE AS A POINT OF DESTINATION TO A VIBRANT

COLLECTION OF HISTORIC CITY BLOCKS THAT WILL LINK THE CITY'S ASSETS.

### **SLIDE 15 (EVENT OPPORTUNITIES)**

SLIDE 15 POINTS OUT THE EVENT OPPORTUNITIES - DETROIT DRAWS BIG EVENTS WHICH CREATE OPPORTUNITIES FOR RESTAURANTS AND BUSINESSES TO THRIVE, THAT IN TURN IMPACT THE CITY, REGION AND STATE. WITH THE TIGERS BACK-TO-BACK PLAYOFF APPEARANCES AND HAVING JUST REACHED THE WORLD SERIES, 21 STRAIGHT STANLEY CUP PLAYOFF APPEARANCES FOR THE RED WINGS, THE RYDER CUP, THE FINAL FOUR, THE RE-INTRODUCTION OF THE DETROIT GRAND PRIX THIS PAST SUMMER AND MAJOR CONCERT LIKE JIMMY BUFFETT AND MADONNA'S WORLD TOUR, OUR REGION HAS EXPERIENCED MORE THAN \$800 MILLION IN ECONOMIC IMPACT SINCE 2005 AS A RESULT OF STAGING MAJOR SPORTING EVENTS

SUCH AS THOSE I MENTIONED AND THOSE THAT YOU SEE ON THE SLIDE.

MANY OF THESE MAJOR EVENTS CAN BE HOSTED ANYWHERE ELSE IN THE COUNTRY, BUT THE ORGANIZERS CHOOSE DETROIT AND THEY CHOOSE MICHIGAN BECAUSE THEY KNOW THIS MARKET CAN SUSTAIN THESE GREAT EVENTS. THESE EVENTS INFUSE INTANGIBLES SUCH AS ENERGY, VITALITY AND CIVIC PRIDE BY BRINGING PEOPLE TOGETHER AND SHOWING THE REGION IN A POSITIVE LIGHT. THEY ALSO PROVIDE TANGIBLES IN THE FORM OF ECONOMIC ACTIVITY BY WAY OF JOB OPPORTUNITIES AND INCREASED SPENDING IN THE REGION.

### **SLIDE 16 (SUSTAINED JOBS GROWTH)**

SLIDE 16 TOUCHES ON THE JOB GROWTH - EACH YEAR THE NEW EVENTS CENTER WILL PRODUCE OVER 1,000 JOBS AND \$210 MILLION IN ECONOMIC IMPACT; THIS

WILL REPRESENT AN ALMOST 70% INCREASE IN IMPACT OVER THE EXISTING DOWNTOWN ARENA.

THE NUMBER OF DIRECT AND INDIRECT JOBS FROM THE CURRENT FACILITY TO A NEW EVENTS CENTER WILL INCREASE BY 67%.

### **SLIDE 17 (IMMEDIATE JOBS IMPACT)**

SLIDE 17 TOUCHES ON JOBS CREATED: THE BUILDING OF AN EVENTS CENTER DISTRICT WILL CREATE OVER 5,500 JOBS FOR THE EVENTS CENTER ALONE AND NEARLY 8,300 JOBS FOR THE FIRST PHASE OF THE OVERALL EVENTS CENTER DISTRICT. AS YOU CAN SEE IN THE SECOND AND THIRD BOXES OF BOTH ROWS ON THIS SLIDE, THE TOTAL ECONOMIC IMPACT FROM THE EVENTS CENTER ALONE AND COMBINED DEVELOPMENT IN THE EVENTS CENTER DISTRICT IS EXTREMELY SIGNIFICANT.

## **SLIDE 18 (LONG TERM ECONOMIC IMPACT; PHASE 2: 20 YR BUILD OUT)**

MOVING TO SLIDE 18 - AS WE SAW IN ALL OF THE CASE STUDIES, WE EXPECT THE FULL BUILD-OUT OF THIS DISTRICT TO BE MEASURABLE. MICHIGAN CAN EXPECT AN ECONOMIC IMPACT OF \$1.8 BILLION FROM THE BUILD-OUT ANTICIPATED.

## **SLIDE 19 (MOMENTUM)**

SLIDE 19 SPEAKS TO HOW DETROIT IS EXPERENCING REAL MOMENTUM - THERE HAS BEEN INCREASED INVESTMENT IN DETROIT. THIS IS A STEP FORWARD FOR THE CITY, STATE AND REGION. THE VIABILITY OF A NEW EVENTS CENTER DISTRICT THAT WILL SERVE TO CONNECT EXISTING CITY ASSETS IN THE CORE OF DETROIT'S DOWNTOWN WILL SIGNIFICANTLY ENHANCE THIS MOMENTUM.

AS EXPRESSED EARLIER, GREAT STATES HAVE GREAT CITIES. AND THE ILITCH COMPANIES, WHICH ARE DEEPLY ROOTED IN THE SPIRIT OF ENTREPRENEURSHIP, HAVE PLAYED A SIGNIFICANT ROLE AND INVESTED RESOURCES INTO THE REVITALIZATION AND VIBRANCY OF THE CITY AND STATE IN AN EFFORT TO IMPROVE THE QUALITY OF LIFE. A NEW EVENTS CENTER DISTRICT IS AN ECONOMIC GENERATOR THAT REQUIRES A SOLID COLLABORATION BETWEEN THE PUBLIC AND PRIVATE SECTORS WHO ARE WILLING TO INVEST THE CAPITAL RESOURCES NECESSARY FOR FURTHER ECONOMIC INVESTMENT AND DEVELOPMENT.

**SLIDE 20 (CIVIC PRIDE AND POSITIVE SOCIAL IMPACT)**

IN CLOSING, AS THE HEADLINES ON SLIDE 20 SHOW - SPORTS AND ENTERTAINMENT PROVIDE THE SOCIAL GLUE THAT BRINGS RESIDENTS TOGETHER IN A SHOW OF CIVIC PRIDE FOR THROUGHOUT MICHIGAN. IT CREATES

A POSITIVE SOCIAL IMPACT THAT SHAPES THE CULTURE AND IDENTITY OF THE REGION AND STATE ON A GLOBAL LEVEL WHILE BRINGING HOPE AND RENEWAL HOME.

ALONG WITH OUR ORGANIZATION THERE ARE MANY RESIDENTS, BUSINESS OWNERS AND LEADERS WHO BELIEVE IN DETROIT AND MICHIGAN. THIS OPPORTUNITY YOU HAVE IN FRONT OF YOU STANDS TO GAIN MAXIMUM RETURN THROUGH POSITIVE SOCIAL AND ECONOMIC IMPACT ON THE CITY, STATE AND REGION. WE ASK FOR YOUR SUPPORT IN THIS IMPORTANT PROCESS AS WE PURSUE OUR INTEREST IN MAKING ANOTHER SIGNIFICANT INVESTMENT IN OUR HOME STATE WHICH OFFERS TREMENDOUS OPPORTUNITIES FOR POSITIVE ECONOMIC IMPACT.

THANK YOU AGAIN FOR YOUR TIME AND NOW I WOULD LIKE TO TURN THIS OVER TO STEVE PALMS OF MILLER

CANFIELD TO WALK US THROUGH THE PROPOSED DDA  
ACT MODIFICATIONS.

**Presentation to:**  
**Michigan House Tax Policy Committee**

**December 13, 2012**

# *Why we are here*

The Ilitch organization is taking a step forward with the public sector to explore the viability of a partnership to support the development of an innovative district in Detroit's downtown core comprised of residential, retail and office facilities, anchored by a new state-of-the-art, multi-purpose events center. We are excited by the potential economic impact of the project as well as growth for the City, State and Region.

# *Great states, have great cities*

- Great places are determined by quality of life
- Creating opportunities by investing resources
- Partnerships with the public and private community



# Case Studies: Lessons Learned

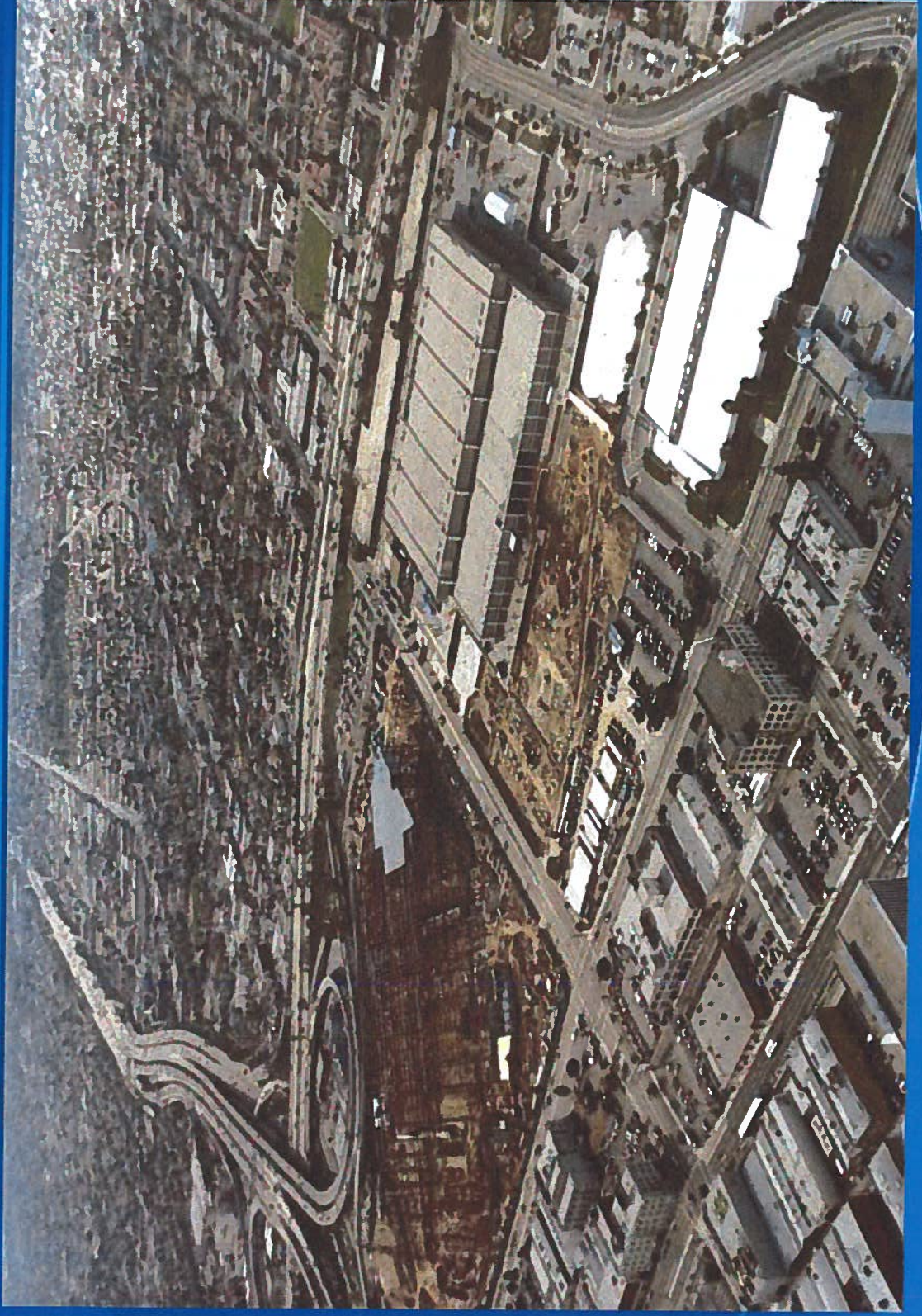
## *Steps toward rebuilding a neighborhood*

What works best for events centers and urban revitalization:

- Concentrate revitalization in a well-defined district
- Include the following amenities: sports, entertainment, cultural, retail, residential
- Districts need parks, plazas and sidewalks that provide continuity and connect with other districts
- Provide detailed and defined plans (short and long term) that will lead to more development investment

# Los Angeles

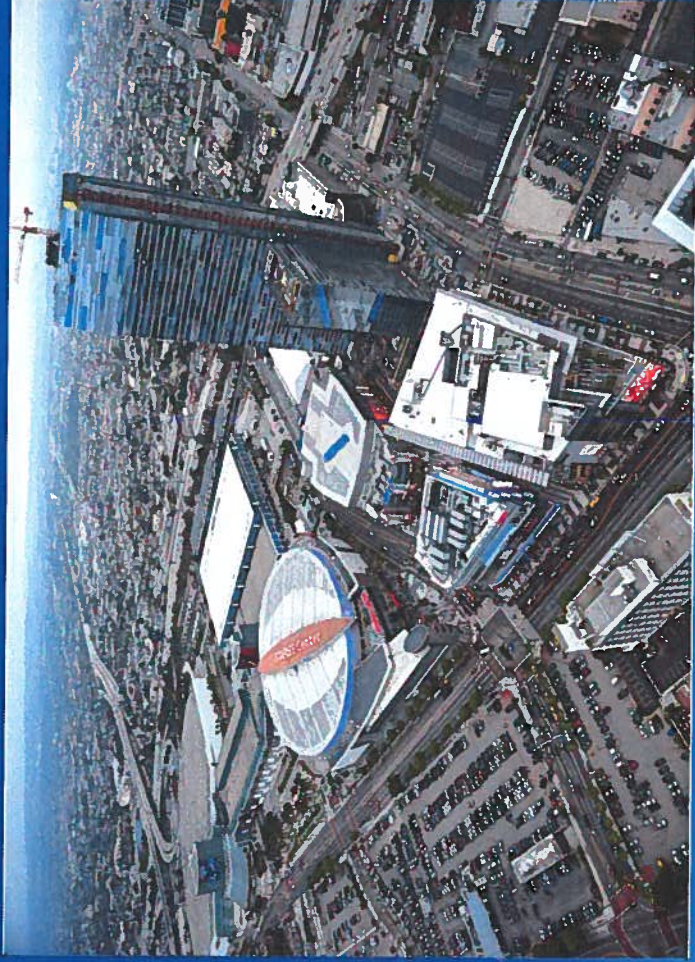
*From tarnished reputation to revitalized core*



# Los Angeles

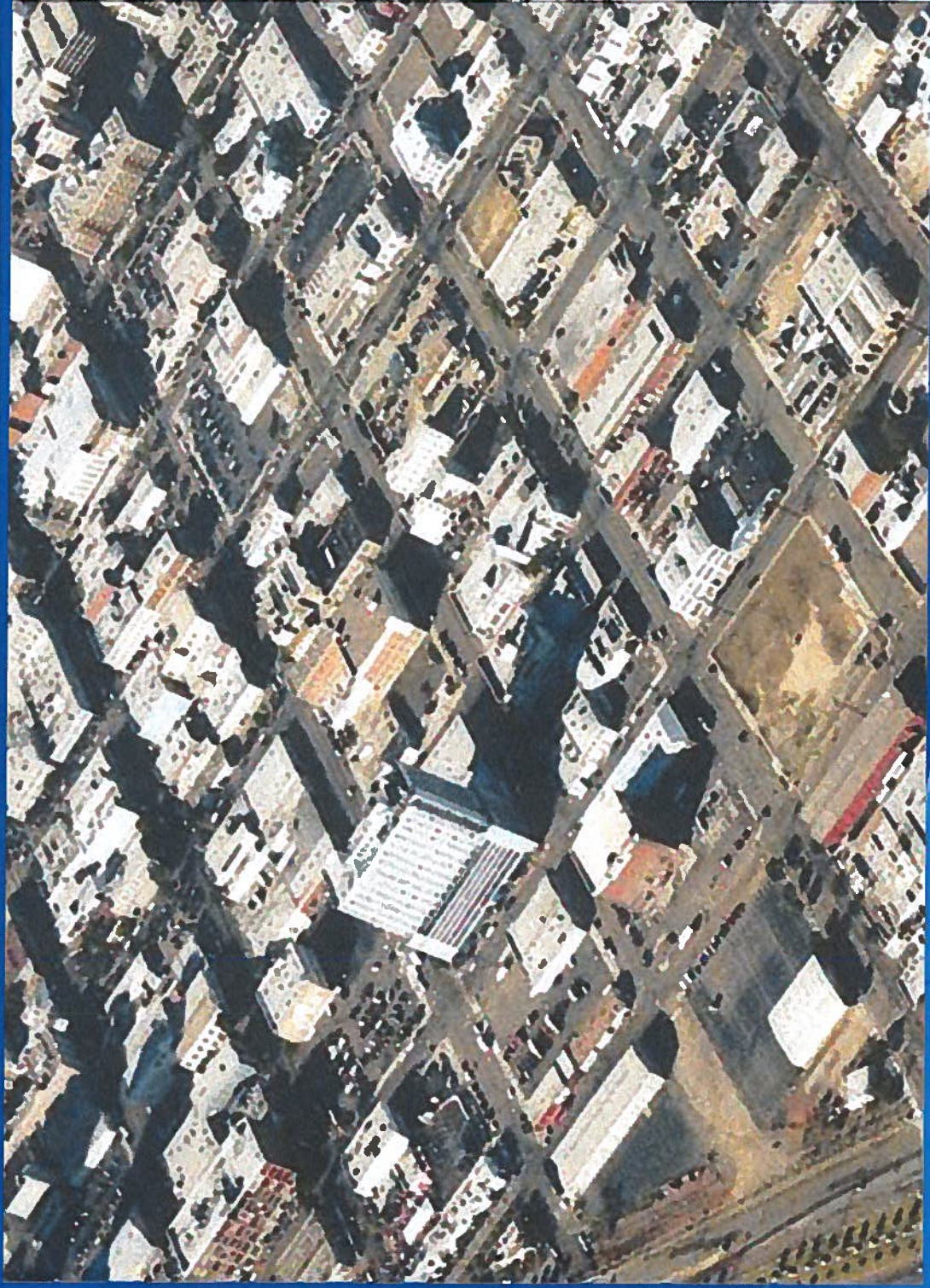
*From tarnished reputation to revitalized core*

- Downtown population up 148%
- Housing units up 167%
- Assessed property values up 83%



# San Diego

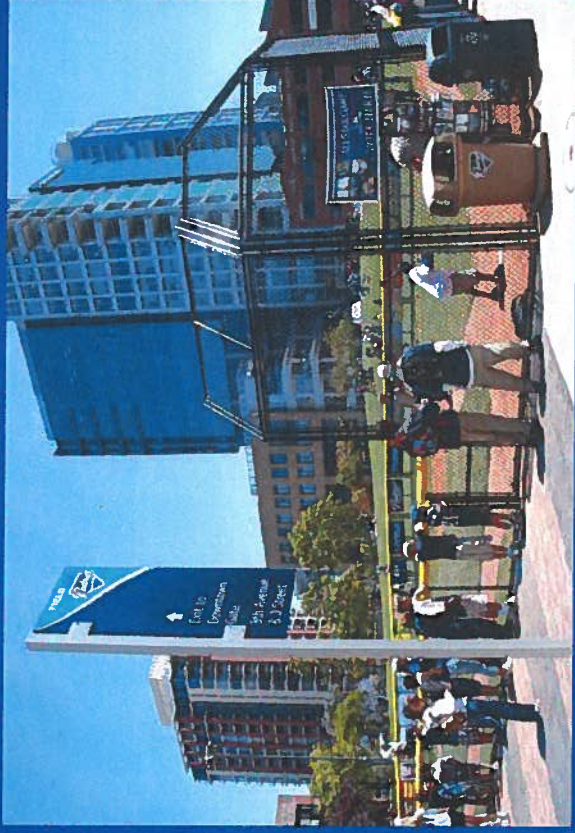
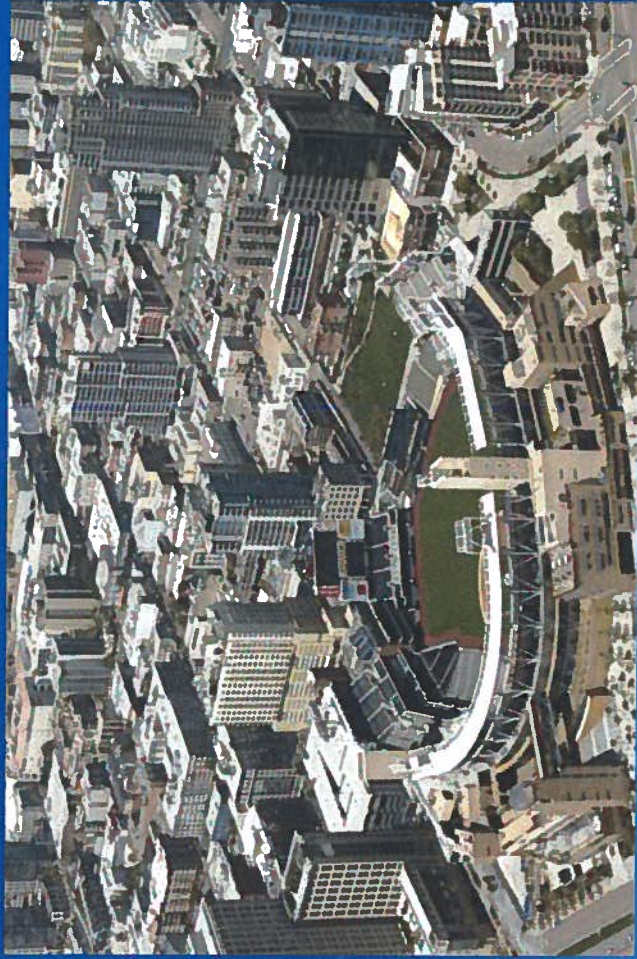
*From blighted downtown to waterfront neighborhood*



# San Diego

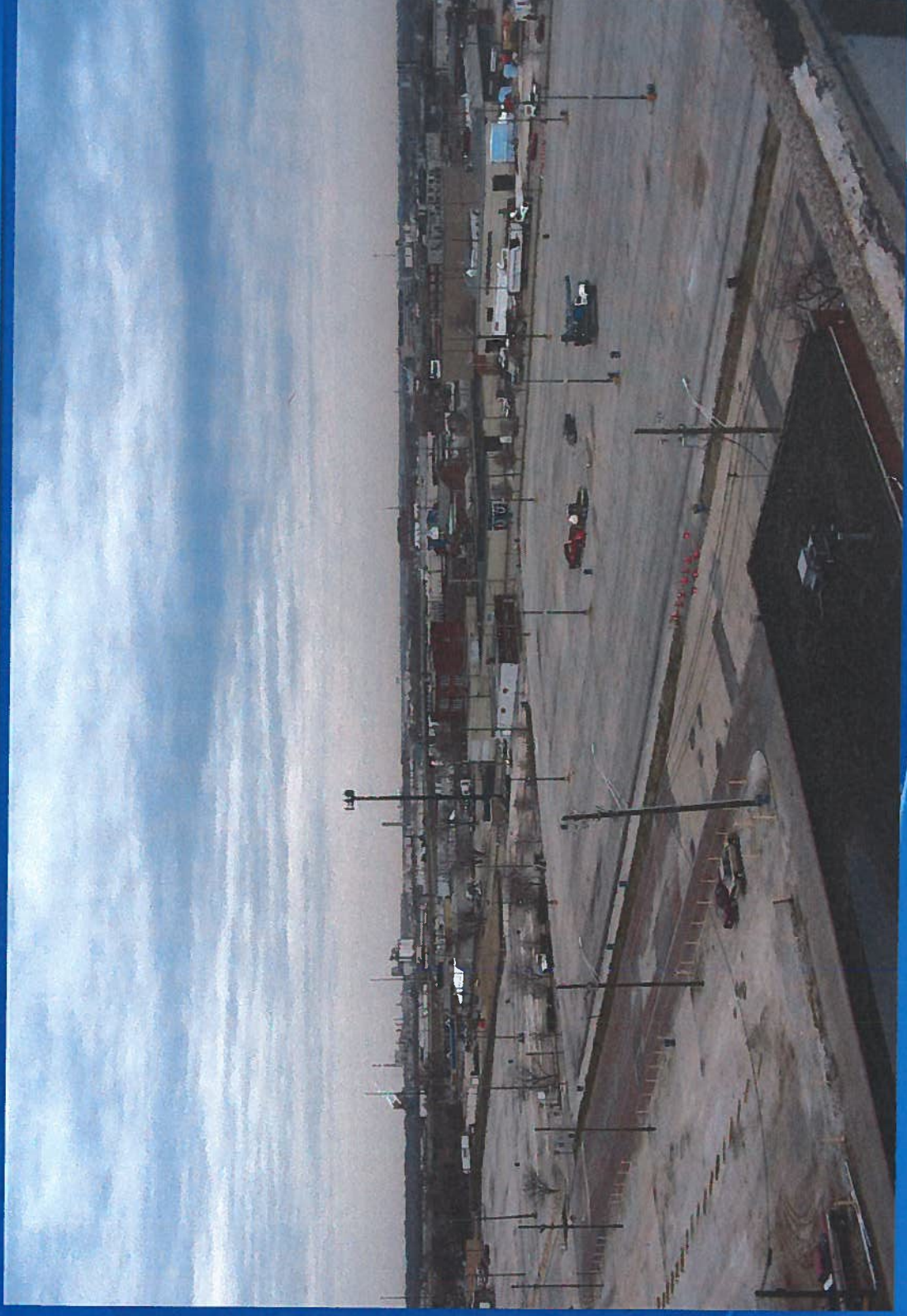
*From blighted downtown to waterfront neighborhood*

- More than 3,600 residential units added
- 750 new hotel rooms
- 547,000 square feet of new commercial space



# *Indianapolis*

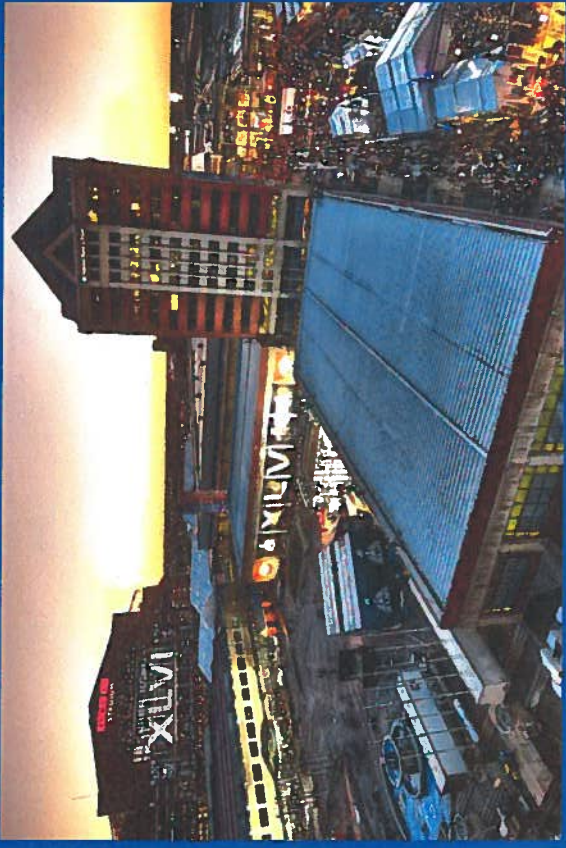
*From “India-no-place” to “Amateur Sports Capital of the World”*



# Indianapolis

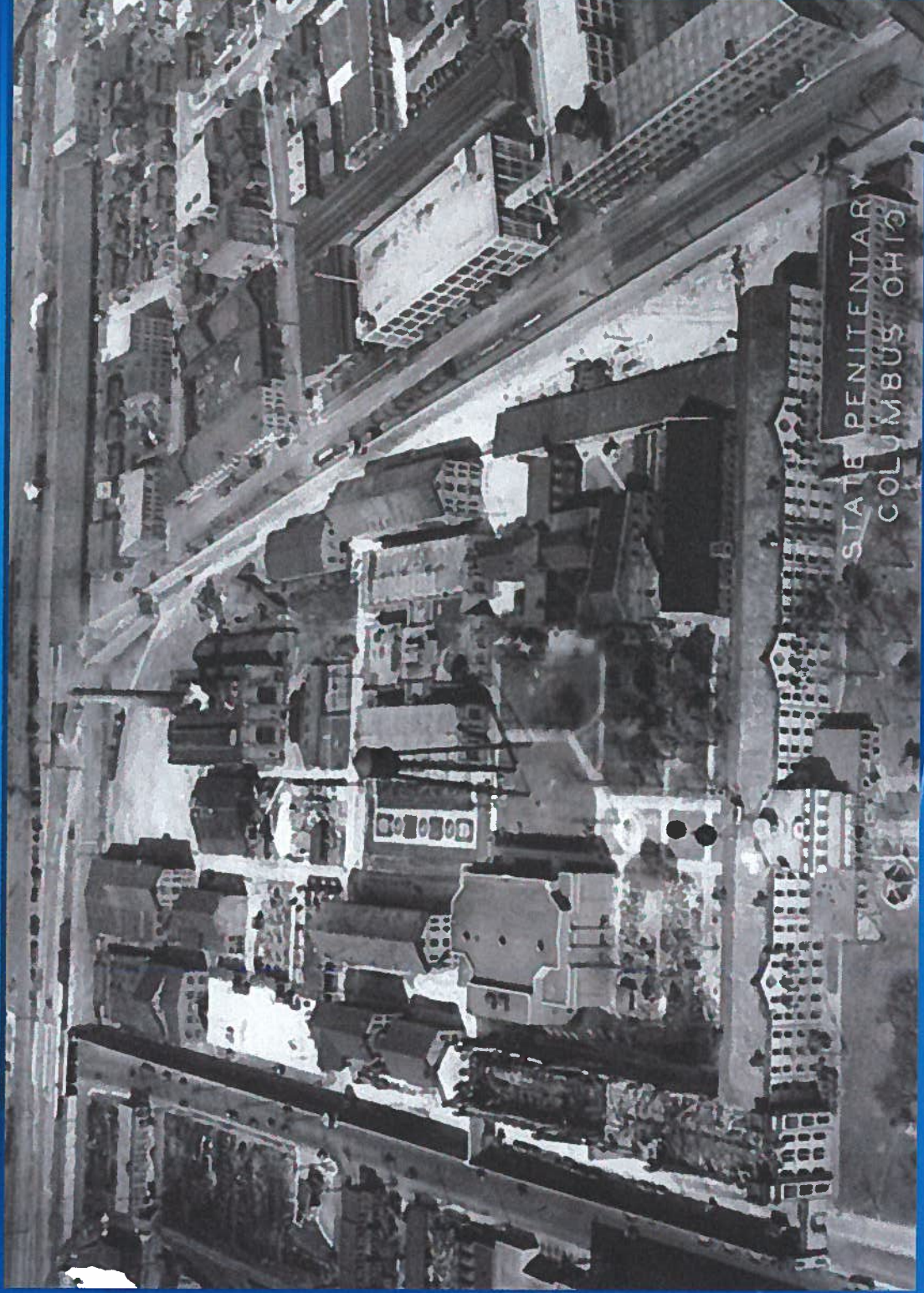
From “India-no-place” to “Amateur Sports Capital of the World”

- Downtown population up 68%
- Apartment units up 45%



# Columbus (OH)

*From barren rail yards to a new downtown neighborhood*



# Columbus (OH)

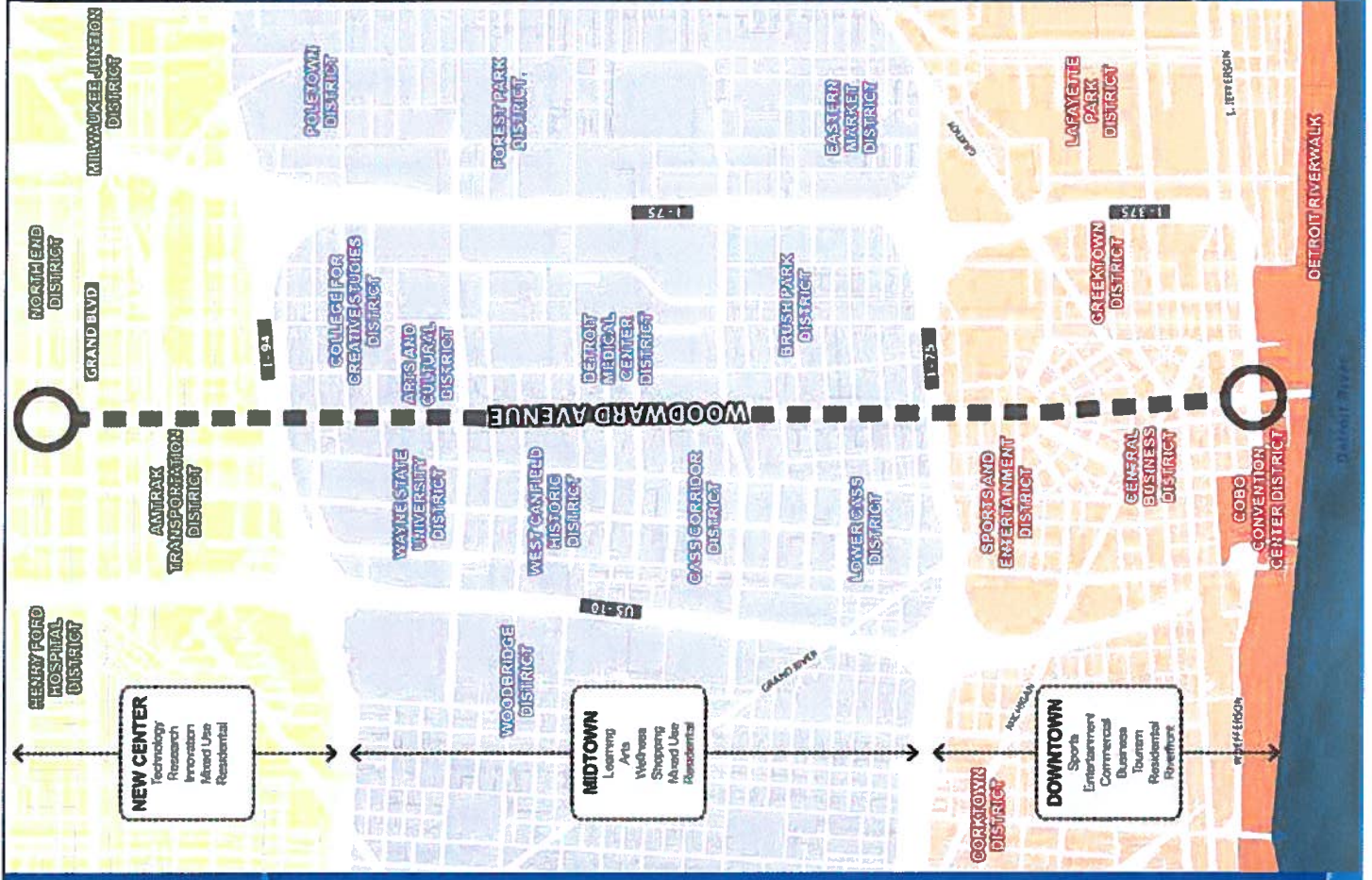
*From barren rail yards to a new downtown neighborhood*

- More than 500 residential units
- 1.2 M square feet in Class A office space
- Ancillary development
- New restaurants and pubs
- City parks
- New/renovated hotels



# Catalytic Activity

- CONNECTOR
- DEVELOPMENT
- WALKABLE
- DENSITY and ACTIVATION
- RECRUITING TOOL
- ACCESSIBILITY
- STABILITY



## *The Vision*

- A district that accommodates a variety of uses
- A blend of revitalized landmarks and new buildings
- An eclectic mix of restaurants and street-side shopping
- A central gathering place
- A venue that will serve as a point of destination

# Event Opportunities

Detroit's sports and entertainment industry injects excitement and vibrancy into the region and state by participating in, and attracting major sporting events and spurring new business.

- World Class Concerts
- MLB All-Star Game
- MLB World Series
- NFL Super Bowl XL
- NHL Stanley Cup Playoffs
- NBA Playoffs
- NCAA Final Four
- NCAA Frozen Four
- PGA Ryder Cup
- Detroit Indy Grand Prix
- APBA Gold Cup Races
- Red Bull Air Races
- WWE WrestleMania
- Specialty Shows and Events

# Sustained Jobs Growth

## EXISTING DOWNTOWN ARENA

660

Permanent jobs

\$125M

Annual economic  
impact

## NEW EVENTS CENTER

1,100

Permanent jobs

\$210M

Annual economic  
impact

# Immediate Jobs Impact

## EVENTS CENTER ONLY

5,550

Jobs created from  
construction

\$200M

Total economic impact  
within Wayne County

\$700M

Total economic impact  
within the State of  
Michigan

## EVENTS CENTER AND PHASE 1 ANCILLARY DEVELOPMENT

8,300

Jobs created from  
construction

\$300M

Total economic impact  
within Wayne County

\$1B

Total economic impact  
within the State of  
Michigan

# Long-Term District Economic Impact (Phase 2: 20 year build out)

**\$1.1B**

Direct expenditures

**\$780M**

Indirect effect

**\$1.8B**

Total economic impact  
within the State of  
Michigan

# Momentum



Residential Rental Unit  
Occupancy Rates are 95%+



Highest Population Growth is  
Among Young, Educated People



Expansion of World-Class  
Medical Institutions



Attracting Major Events



Growth in Higher Education



Newly Expanded  
Convention Center

# Civic Pride and Positive Social Impact

## TIGER TOWN

No city has been harder hit by the economic downturn than Detroit, and that forced Tigers owner Mike Ilitch to take a most drastic measure: He sold the payroll and unvested franchise in his franchise. What's muddled this summer has lifted a city

BY LEE JENKINS

Illustration by Chris Smith

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

## A GREAT NIGHT IN DETROIT

Thousands swamp city for big events

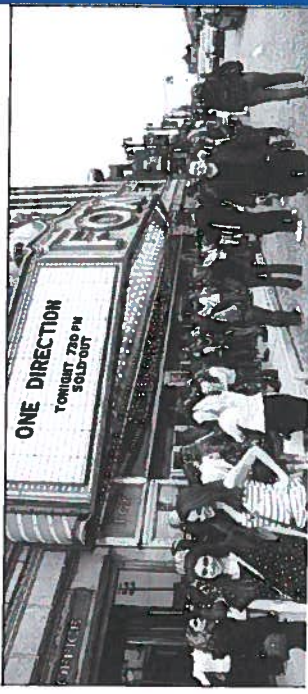
By Brian McCollum

Fred Press Staff Writer

It was just the kind of night to put a proud trump in the hearts of Detroit home-ers. A prime-time convergence of big events—Friday night football, the playoffs—lured tens of thousands downtown for a wamped, sizzling night in the Motor City.

"Absolutely nuts," remarked one Detroit traffic officer at the crowded crosswalk at Woodward and Elizabeth ahead of the parade. "I've never seen this many people in New York City."

Some arriving fans said traffic had crawled for an



*Wings' championship unites a region that's often divided*

BY FRANCIS X. DONNELLY | The Detroit News

DETROIT — A hockey jersey adorned a baseball statue. Suburbanites made a rare trek to the city for Red Wings merchandise. Workers in suits outside the federal cour-



Steve S. Mihal / The Detroit News

The Team Unity theme coursed through memorabilia customers such as Jeff Kaczynski, 25, shopping in Woodward

## BEST sports town, period!

Tigers, other Detroit teams give the region a reason to celebrate despite tough times



## Sports Illustrated

THE RIGHTeous FRANCHISE DETROIT

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game

Photo: 2007 All-Star Game